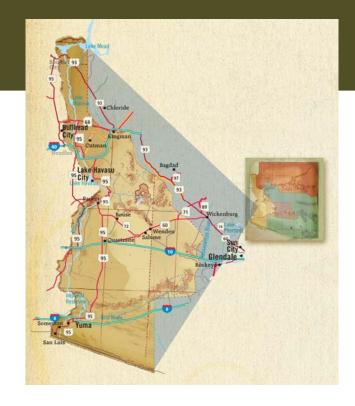
# West Coast Arizona 2006 Tourism Facts

Flowing hundreds of miles from Hoover Dam to Mexico, the Colorado River forms Arizona's West Coast. Along the way, beaches, lakes and coves provide boating, fishing, water skiing and wildlife viewing. In the southern part of the West Coast is the city of Yuma. Located between Yuma and Quartzsite, the Kofa National Wildlife Refuge is home to desert bighorn sheep, Gila monsters, and red-tail hawks, among hundreds of other animal species.



Domestic Visitor Profile*			
Percent Share Overnight Domestic Leisure Visitation	6.4%		
Average Age	49 years		
Average Household Income	\$74,430		
Average Party Size	2.4		
Average Length of Stay	3.5 nights		

Quarter Trip Started*				
First Quarter	39%			
Second Quarter	19%			
Third Quarter	23%			
Fourth Quarter	19%			

Top Leisure Activities*				
Camping	16%			
Gamble	10%			
Hike, Bike	6%			
Night Life	6%			
Parks (National/State)	6%			
Visit Historic Site	6%			

#### **Cities**

Bullhead City, Kingman, Lake Havasu City, Oatman, Parker, Quartzsite, San Luis, Yuma

#### **Tribal Lands**

Cocopah Indian Tribe, Colorado River Indian Tribes, Fort Mojave Indian Tribe, Fort Yuma-Quechan Tribe

#### **Local Visitor Information Centers**

Bullhead Area Chamber of Commerce, Kingman Area Chamber of Commerce, Lake Havasu City Convention and Visitor's Bureau, Parker Area Chamber of Commerce, and Quartzsite Chamber of Commerce

Source: D.K. Shifflet and Associates, Ltd.,

<sup>\*</sup>Due to small sample sizes data was aggregated from years 2003-2006.



## Visitor Demographics:

Age of Respondent*			
Average Age	49 years		
18-34 years	17%		
35-54 years	47%		
55+ years	37%		

Education*				
No College education	29%			
Some College	48%			
College Degree	15%			
Post College Degree	8%			

Household Income*			
Average HH Income	\$74,430		
Under \$75,000	57%		
\$75,000 or more	43%		

Traveling Party*				
One Adult	27%			
Couples (M/F)	37%			
Two Males or Two Females	4%			
Three or more Adults	7%			
Families	25%			

## Trip Behavior:

Accommodations*			
Paid Accommodations	43%		
Non-Paid Accommodations	55%		

Top Origin Markets*					
Los Angeles, CA	47.1%				
Phoenix, AZ	12.9%				
San Diego, CA	9.3%				
Las Vegas, NV	6.8%				
Tucson (Sierra Vista), AZ	2.7%				
San Francisco-Oakland- San Jose, CA	2.1%				
Seattle-Tacoma, WA	1.5%				
Portland, OR	1.4%				
Fresno-Visalia, CA	1.1%				
Minneapolis-St. Paul, MN	1.0%				

Main Mode of Transportation*			
Air Travel	5%		
Auto Travel	69%		
Other Transportation	26%		

Leisure Purpose of Stay*				
Vacation (NET)	51%			
Getaway Weekend	35%			
General Vacation	17%			
Non-Vacation (NET)	49%			
Visit Friend/Relative	29%			
Special Event	6%			
Other Personal	13%			

Source: D.K. Shifflet and Associates, Ltd.,



<sup>\*</sup>Due to small sample sizes data was aggregated from years 2003-2006.

#### **Economic Impact of Travel:**

#### Total Direct Travel Spending/Employment/Taxes Generated by Travel Spending

Counties in West Coast	Total Direct Spending	Earnings	Employment	Local Taxes	State Taxes	Total Taxes
Arizona*	(\$ million)	(\$ million)	(jobs)	(\$ million)	(\$ million)	(\$ million)
La Paz	207.7	29.9	1,340	2.1	8.8	10.9
Mohave	482.0	112.7	5,900	10.4	19.6	30.0
Yuma	581.7	136.9	6,420	13.9	22.0	35.9

#### Visitor Spending by Commodity Purchased

Counties in West Coast Arizona*	Lodging	Food & Beverage Service	Food Stores	Ground Trans. & Motor Fuel	Arts, Entertnmnt & Recreatn	Retail Sales	Air Transport (visitors only)
7 11 120 114	(\$ million)	(\$ million)	(\$ million)	(\$ million)	(\$ million)	(\$ million)	(\$ million)
La Paz	7.0	19.8	14.6	88.6	52.5	25.3	0.0
Mohave	63.9	106.6	30.0	116.9	73.7	82.7	3.1
Yuma	56.1	102.2	75.3	62.5	133.7	145.6	2.9

Source: Arizona Travel Impacts, Dean Runyan Associates

#### Lodging:

Counties in	Occupancy		Average Daily Rate (ADR)		Revenue Per Available Room (RevPAR)	
West Coast Arizona*	%	Change over 2005	\$	Change over 2005	\$	Change over 2005
Mohave	58.5%	-3.8%	\$67.81	6.7%	\$39.70	2.7%
Yuma	72.8%	0.6%	\$71.88	9.6%	\$52.33	10.3%

Source: Smith Travel Research

Note: there was no lodging activity reported for La Paz County.

- In 2006, Mohave County's occupancy dramatically declined -3.8% over YE 2005 to 58.5%. Occupancy was driven by room demand which declined -4.2%% to 902,133 rooms in 2006.
- Yuma County's occupancy was flat, up 0.6% to a rate of 72.8% while ADR experienced an increase of 9.6% when compared to YE 2005.

<sup>\*</sup> The West Coast region is a marketing area created by the Arizona Office of Tourism. The counties in this report are not completely synonymous with the West Coast region.



#### **National Parks:**

National Parks in	2006	% Change	
West Coast Arizona:	Visitation	from 2005	
Lake Mead NRA	1,603,334	10.1%	

National Parks in the West Coast Region of Arizona represent:

- 1 of the 21 National Parks in Arizona
- 14.0% of total visitation to Arizona National Parks

Source: National Park Service

#### State Parks:

State Parks in West Coast Arizona:	2006 Visitation	% Change from 2005
Alamo Lake SP	66,052	56.7%
Buckskin Mountain SP	88,234	1.9%
Cattail Cove SP	96,021	-3.3%
Lake Havasu SP	347,704	9.8%
Yuma Crossing SHP	16,486	30.7%
Yuma Territorial Prison SHP	56,721	0.3%

# TOP VISITED STATE PARKS IN THE WEST COAST OF ARIZONA

1. Lake Havasu SP	347,704
2. Cattail Cove SP	96,021
3. Buckskin Mountain SP	88,234
4. Alamo Lake SP	66,052
5. Yuma Territorial Prison	56,721

State Parks in the West Coast Region of Arizona represent:

- 6 of the 28 Arizona State Parks
- 29.8% of total visitation to Arizona State Parks

Source: Arizona State Parks

#### **Top Attractions:**

Top Five Natural Attractions in West Coast Arizona	2006 Visitation
Lake Havasu State Park	347,704
Cattail Cove State Park	96,021
Buckskin Mountain State Park	88,234
Alamo Lake State Park	66,052
Yuma Territorial Prison State Park	56,721

Top Private Attraction in West Coast Arizona	2006 Visitation	
London Bridge	2,520,000	

